

WHAT LOWER TARIFFS MEAN TO YOU Let's Not Import Unemployment



Foreign textiles sold in our United States in 1954 set a 30-year record! Congress is now considering a plan to cut our protective tariff even further...inviting more foreign imports.

We can't compete with textile workers who are paid 13¢ an hour. U. S. tariffs help to equalize the 10-to-1 wage cost odds against us... lowering tariffs will raise these odds.

No. 5 OF A SERIES

Did you know that Japanese mills make towels and blankets?

Did you know that those blankets and towels are sold in the U. S. at such low prices that mills making similar products find it difficult—sometimes impossible—to compete?

Did you know that Japan can make practically any textile product, ship it to this country, pay the present tariff, and then undersell the American mills?

And did you know that the reason this can happen is because of the high wages paid in American mills as compared with the extremely low wages paid in Japan?

Japan's textile wage rate is less than 14 cents an hour. Japanese mills can and do use the same machinery as American mills use. Japan's industry buys raw cotton at the same prices American mills pay.

This leaves the wage factor the only basis of competition. American efficiency cannot be expanded at will and certainly cannot be stepped up to bridge the gap between American wage levels and Japan's, which are only one-tenth of ours.

The present tariff is not high enough to keep Japanese goods from capturing American business. To have fair competition with Japan U.S. textile tariffs would have to be fantastically high. Yet the Administration's program asks further reductions in the tariff. It makes one wonder how much more U.S. industries will be called on to give.

Sales Side Lights

By ARDELLE COLEMAN
Merchandise Publicity Manager

One of the men in our Quality Control department recently sent up a report which read in part:

"Only about 5% of the volume of a typical blanket is occupied by fibers, while 95% of the volume is occupied by air. Consequently, the thermal conductivity of the fibrous material itself has very little influence on the overall heat insulating characteristic of the blanket.

"The kind of fibers contained in the blanket influence the thermal conductivity of the blanket only to the extent that they affect the ability of the blanket to retain its thickness during use and cleaning."

How's that for an engineer's ex-



planation of a fact that women who buy blankets in the United States have been discovering. The fact is, a blanket need not be wool to be warm.

Fieldcrest has been making blended fiber blankets for some time, and not only our company but others are proving that women who purchase them, generally speaking, are getting the most warmth, style and cleanliness for their 1955 blanket dollar in blends.

We have been concentrating on nylon-rayon-cotton blends, with each fiber making its contribution to one or more of the desirable features: springiness of nap (and its retention), clarity of colors, strength and ease of cleaning. The blend is varied according to the weight desired (we have it in summerweight and varying winterweights),

Blanket Fashions

Blankets, like other domestics, are fashion items. You have known it and now the women who buy have proved it. Fieldcrest has proved it, too, with an irrefutable case history in its all-cotton, printed "May Garden" blanket.

Five years ago, cotton blankets were as homely as old-fashioned long drawers. Now, dolled up with screen printed designs, delicate, soul-satisfying colors, or fancy bindings, they appear in displays and windows of America's outstanding department stores. From there, they've found their way into the most fashionable homes.

Fieldcrest MILL WHISTLE

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OTIS MARLOWE Editor

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Service Anniversaries

- Thirty-Five Years**
- E. Tate Sparks Sheeting
Leander A. Coley Towel
- Thirty Years**
- Ernest A. Rogers Finishing
- Twenty-Five Years**
- Edgar L. Troxler Blanket
Cornel J. Kasey Towel
- Twenty Years**
- Leslie M. Oakley Karastan
G. Edwin Fuller Karastan
Stella M. Blackwell Blanket
Maggie W. Stone Blanket
Lizzie L. Stigall Blanket
Oscar O. King Towel
James W. Smith Blanket
Laurence C. Overby Blanket
- Fifteen Years**
- Della L. Wilson Blanket
- Ten Years**
- Essie S. Hubbard Sheeting
Garland E. Rakes Finishing
Mozelle J. Stone Blanket
Ethel B. Houchins Sheeting
Evelyn L. Wright Bleachery

FIELDCREST MILL WHISTLE